



# 6 Month Campaign Guide

September 2016 – March 2017

Campaign leading up to September 21 International Day of Peace 2016 and for the 6 months to follow



*A youth-led network bringing together young people acting for peace, and against conflict, violence and violent extremism. The network is supported by the Commonwealth Secretariat.*

## About the Campaign

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This 6-month Peace Campaign by the Commonwealth Youth Peace Ambassadors Network (CYPAN) aims at intensifying coordinated youth efforts in the area of peace and preventing violent extremism across the Commonwealth. The CYPAN brings together youth from across the Commonwealth committed to promoting Peace, Respect and Understanding and Preventing Violent Extremism. We aim to work as partners in development to increase the levels of respect and understanding across peoples in various situations, cultures and contexts with the aim of moving away from conflict and violence and towards sustainable peace.

CYPAN hopes to achieve the following objectives through this 6-month long campaign:

1. Coordinate efforts of youth leaders in the Commonwealth to **raise awareness** of the United Nations Security Council Resolution on [Youth, Peace and Security \(UNSCR 2250\)](#)<sup>1</sup> and its relevance in promoting sustainable peace across the Commonwealth
2. Engage Commonwealth citizens including youth, policy makers, government officials and other development stakeholders in the advocacy to **promote youth participation** in peace building and the fight against violence and violent extremism
3. Create real and digital spaces for young people across the Commonwealth to engage in positive practices, **share ideas and resource** to promote sustainable world peace
4. **Motivate** young people into designing and implementing their own action for peace using their own creativity and resources.

The 6-month Peace Campaign will be launched on International Day of Peace 2016. **International Day of Peace (IDP)** is observed worldwide on September 21, 2016. The United Nations General Assembly “has declared this a day devoted to strengthening the ideals of peace, both within and among all nations and peoples.” The 2016 theme is **Sustainable Development Goals - Building Blocks for Peace**.

The Sustainable Development goals, adopted by all 193 Member States of the United Nations in September 2015, 53 of which are Commonwealth countries, lays out goals that will be achieved across countries by 2030 to create sustainable development. The global partnerships around the achievement of the SDGs are seen as a key building block for achieving sustainable peace as we move towards working collaboratively – people, development leaders and government - to achieve sustainable growth for all. The Commonwealth embraces a model of dialogue, respect and understanding in creating sustainable peace and recognizes the role that young people play as partners in this regard. Commonwealth countries are united by language, history, culture and diversity, and the values of peace and human rights. Sometimes these very things are the ones that divide us and are used to create conflict. CYPAN believes in the young people of the Commonwealth coming together across differences for peace.

The Commonwealth Youth Peace Ambassadors Network (CYPAN) therefore recognizes this day as an opportunity for young people to raise their voices on the role of young people in peace building, celebrate one year since the adoption of the UNSCR 2250, while showing that young people can become advocates, community change agents and promoting peace. It is within this framework that this campaign is organized. This call to action will see 6 months of coordinated efforts across the Commonwealth by young people to reach the following outputs/targets:

1. 1 initiative focused on building awareness on the UNSCR 2250 in at least 35 Commonwealth member states
2. 8 country-level launches of UNSCR 2250

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<sup>1</sup> *United Nations Security Council Resolution 2250 on Youth, Peace and Security (UNSCR 2250) focuses on providing guidelines upon which policies and programs will be developed by countries, development stakeholders, international organizations and civil societies to promote youth participation in peace, security and the fight against violent extremism. This global policy framework explores how conflict impacts young people’s lives and what must be done to mitigate its effects, as well as how youth can be meaningfully included in creating peaceful communities.*

3. 1 campaign in at least 16 Commonwealth member states seeking to address conflict, violence, extremism and promote peace and dialogue
4. 3 policy-level engagement by young people on action related to youth partnerships for peace
5. 600 young peace ambassadors appointed from 35 Commonwealth member states
6. 3,000 followers on social media sites
7. 10,000 visitors to website

This campaign is meant to be executed by the newly appointed volunteers and members of the Commonwealth Youth Peace Ambassadors Network but also targets all young people across the Commonwealth who have issues related to peace close to their hearts. **The campaign is, essentially, for all young people and is intended to be led by young people and requires that you are able to take initiative using this campaign guide and other resources at your disposal**

Measuring Reach: The reach of the campaigns will be measured based on reports submitted by young people. One consolidated report will be produced to map the action and reach and activities which were taken by young people at the end of the 6-month campaign period. Website and social media analytics will measure the reach of online action. This will be the start for the young people to focus on longer term, impactful, intervention.

After the Campaign: Though this campaign is designed to last for 6 months, the intention is to stimulate and motivate youth for longer term action and engagement in issues related to peace by using their own creativity. By young people establishing relationships with CYPAN, the network members hope to be able to engage closely and initiate other focused campaigns targeting specific trends related to conflict, violence and extremism.

## Campaign Methodology

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The campaign guide focuses on encouraging young people to act using digital and physical spaces. Digital spaces include all social media platforms, apps and websites. Physical spaces are those which allow for face-to-face interactions and engagement. Following joint action on September 21, the remaining 6 months are left to the creativity of the young person or organization implementing as they use the campaign guide.

## Why participate in this CYPAN campaign?

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1. The campaign will provide a unique opportunity for you to participate in a global event and show youth solidarity for peace across the Commonwealth
2. As a young person or organisation you get to serve as a facilitator in your local communities and engage with your community on issues related to peace that matter to them
3. You are able to access the human resource of your fellow young people in other parts of the world by being a part of a pan-Commonwealth youth-led network
4. It reaffirms the role of civil society and young people in the fight against violent extremism and promotion of sustainable peace
5. Participants will receive recognition through media coverage as well as through social media and campaign promotion
6. Gain Commonwealth recognition for playing a leadership role in a campaign (via a certificate of participation or letter)
7. A small donation of £500 will be awarded to the Peace ambassador or organisation that implements an initiative that most creatively demonstrates sustainable peace, dialogue and understanding and targeted efforts to counter extremism

# Actions and Campaign Activities

## Suggested Activity 1: Raise Awareness on UNSCR 2250 on International Day of Peace

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### Main action to launch 6-month campaign

This campaign will require all of our youth actors to carry out one main significant action to celebrate the International Day of Peace 2016 and raise awareness on the UNSCR 2250. It is suggested that this takes place on IDP itself but can be initiated at a later date considering planning and your own timelines.

1. The first thing you will need to do is become deeply familiar with the UNSCR 2250. Read it, and be able to speak to it. Think about why it matters to the young people in your village, country, region and the world. Why does it matter to you?
2. **Awareness/Presentation:** On September 21 or in the days leading up to it, you should carry out a face-to-face public sensitization on the UNSCR 2250 and document it on social media. You can do this with your peers, organizations, public places, or policy makers. This might be in the form of a workshop, street sensitization or conference or any other creative strategy to inform others on the important components of the resolution UNOY has created a power-point presentation that may help with this. It can be found using this link: <http://unoy.org/2250-toolkit/> where our colleagues have created various documents and presentations that can help you understand and communicate the content of the resolution. You are also encouraged to create your own tools and presentations and share these with us.
3. **Discussion:** After the engagement, give your audience some time to exchange ideas on the drivers of conflict, violence and extremism, and the role of young people in peacebuilding in their communities. What are the current and historic issues that concern young people as it relates to building peaceful communities? How do they all want to engage as ambassadors for peace? This dialogue may be a deep and long one and it is important to allow people to feel safe sharing. It would be useful to have a designated scribe or rapporteur to capture the key discussion points and compile a report.
4. **Poster Photography:** CYPAN will be developing posters which will be made available on the website by September 14. If you are unable to print copies of these posters, you can write the text on plain sheets of paper or other creative means. You can also create your own posters or artwork that answers the key questions put forward in the originals.
  - **Poster 1 and 2 allows participants to share their opinion on whether or not they think their country is peaceful or not.** This will allow for understanding the conflict related issues in the country and have them share their opinion on what it would take to promote peace and the role of young people in peace building.
  - Poster 3 will include a **pledge to support UNSCR2250** and also why they think it is important to young people of their country.

*For the various posters, take picture of participants holding their posters in outdoor spaces. The pictures can be anonymous if they prefer by only taking photo of the poster. Please upload your photos and messages to social media using the recommended hashtags along with these additional ones: #peaceday2016 #iluv2250*

5. **Twitter chat:** You can join us on our twitter chat on the 20<sup>th</sup> of September on **The role of UNSCR2250 and young people in promoting Sustainable Peace**. We will have key youth actors and international experts in peace and extremism join us in this conversation. We will announce these names closer to the event but we encourage you to join us and share with us what you think of the resolution and ask questions you have on how it is interpreted or implemented. So that we are able to track mentions and join conversations please be sure to use #cypan, #peaceday2016 and #cwyouth hashtags along with any of the other recommended ones of your choosing. The conversation will be hosted primarily from the CYPAN twitter page on @comypan.



## **Suggested Activity 2: Poster posts #pledge4peace**

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Posters posts will encourage you to create your posters or messages for peace. They can be pledges for peace, powerful messages to young people involved in extremism and violence or other related statements. Some sample blank posters will be released on the CYPAN website during the month of September. Be sure to also hashtag your country on the poster for country-level analytics.

The best photographs will be used by CYPAN later, with permission from the contributor, for reports, videos and other material produced by the network. Be sure to be thoughtful and thought-provoking with your messages. They can ask questions, or can act as a call for others to act.

## **Suggested Activity 3: Short Videos (1-3 minutes) or Longer Videos (5-8 minutes)**

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Encourage peers (and you can one also) to create short videos:

- 1) On The Root of Conflict in X country
- 2) The Role Young People can play in fighting extremism (with suggestions of ways they can do so)
- 3) Profiling a Young Person or Organisation who is committed to securing peace
- 4) On UNSCR (What is UNSCR 2250? What is the most important aspect of it? What does it mean for young people in your country?)
- 5) A Message for Peace in X country
- 6) Tell Your Story (of how groups or people in conflict came to peace, or of an instance where a person/group came out of a violent/criminal/extremist situation or lifestyle.

You can, too, submit longer more analytical pieces giving your perspective or that of others:

- a. What is the issue in your country or community as it relates to conflict, violence, inter-cultural clashes, extremism?
- b. What do you think is the root of this issue?
- c. What roles can/do young people play in the solution of this issue?
- d. How can your fellow young people be ambassadors for peace?
- e. Interviewing young people on various/opposing sides of an issue or conflict.

If you are interested in creating counter-narrative videos you can use this toolkit created by the Institute for Strategic Dialogue: [http://www.strategicdialogue.org/wp-content/uploads/2016/06/Counter-narrative-Handbook\\_1.pdf](http://www.strategicdialogue.org/wp-content/uploads/2016/06/Counter-narrative-Handbook_1.pdf)

Submit your videos to [info@cypan.org](mailto:info@cypan.org) or [cypan@commonwealth.int](mailto:cypan@commonwealth.int) for publishing to CYPAN online platforms.

## **Suggested Activity 5: Blogs, stories, art and research pieces can be written**

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Capturing life experiences through written word is essential to documenting issues and interventions. Document your experience or others, or your perspective on issues, via blogs, stories or deep research around an issue.

Submit your pieces to [info@cypan.org](mailto:info@cypan.org) or [cypan@commonwealth.int](mailto:cypan@commonwealth.int) as well as post to your own social media pages mentioning CYPAN social media pages and using the recommended hashtags

Submitted pieces will be profiled on CYPAN and Commonwealth platforms.

## Become a Commonwealth Peace Ambassador

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As part of this campaign, CYPAN will be profiling Commonwealth citizens who have made outstanding contribution to promote peace in their communities. These do not necessarily have to be youth. They can be adult champions of youth as well who support the cause. These can range from politicians and celebrities with a positive track record in peace, or neighbors and regular citizens who have championed peace in the past.

These individuals will be Peace Ambassadors. This will be a way for us to celebrate these outstanding people. A peace ambassador simply means that the work you are engaged with strongly pushes a message of peace, respect, non-violence, understanding and cross-cultural learning and dialogue and helps to create a culture of peace.

If you believe that your work qualifies you to be celebrated as a Peace Ambassador, send us a short essay of no more than 250 words stating what you have been engaged in and what makes you appropriate to be profiled. Please accompany this with a photo of you in action. If you would like to nominate someone, submit an essay describing their work and a photograph of them in action.

These profiles will feature on our website and other social media outlets. Profiles will be shared throughout the year, beyond Peace Day 2016.

As a peace ambassador, we will expect you to meet the following targets in your first 6 months:

1. Participate in at least 3 online **peace training** sessions
2. Design and conduct **peace talks** in at least 5 schools or youth groups
3. **Recruit** at least 60 young peace ambassadors and engage these young peace ambassadors in activities to promote peace, respect and cross-cultural understanding, to increase dialogue between groups and communities in conflict, or to bring awareness on the fight against violent extremism
4. Create and implement an **action plan** for youth-led engagements around peace in your country through an organization that you are currently a part of or with a group of your peers
5. Support the CYPAN in **fundraising** at least £100 in funds for youth-led initiatives aimed at countering violent extremism in conflict zones using the online charity page that will be shared with you.

You will receive:

1. A **certificate of completion** following conclusion of the training session
2. An opportunity to **create your profile** on the CYPAN web platform
3. A small **CYPAN token** for completing and reporting your journey as a Peace Ambassador. The first token will be received following the 6-month Peace campaign.
4. A **letter of support** from CYPAN
5. **Opportunities to participate** in various regional or international peace events and training

To take the first step to become a peace ambassador please fill your Peace Ambassador profile on [www.cypan.org](http://www.cypan.org)

As you wait for a response please move forward with initiating your own action. Challenge yourself to act for peace!

**Important Disclaimer:** The Commonwealth Youth Peace Ambassadors Network is supported by the Commonwealth Secretariat. As members and peace ambassadors, we are not employees of the Commonwealth Secretariat nor are we allowed to approach governments, the media or other partners as representatives of the Commonwealth. We are youth network leaders and our members represent CYPAN. The views that we express are ours, and not those of the Commonwealth Secretariat. In executing the activities on behalf of CYPAN you are free to use the logo of CYPAN but are **not** allowed to use the logo of the Commonwealth Secretariat. It is important to us that this is completely youth-led and driven. Please also understand that any member who is engaged in dialogue or action that does not promote peace will be removed from the network and can no longer be affiliated or supported by the CYPAN.

## Other ideas for creative action led by YOU

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We are aware that the context of our countries vary which might pose some challenges in organizing events. Notwithstanding we have a few suggestions of other events you can organize. (Do not forget to use our posters during your event!)

1. Organize a peace walk or march to shed light on an issue
2. Organize a sporting event to bring communities or people otherwise in conflict together
3. Organize a petition on your government (it might be to take more action to support youth participation in peace building- feel free to be creative and ensure to do your research and approach governments in a spirit of partnership, not aggression, with a focus on raising awareness on issues related to conflict and violence and on Resolution 2250)
4. Organize a round table conversation, or dialogue on peace with youths or people from all walks of life, especially those usually in conflict.
5. Organize or participate in a TV or radio program to talk about UNSCR2250 or the role of youth in peace building.
6. Meet with government officials, Ambassadors or High Commissioners and other development stakeholders to have them openly pledge to promote peace and support UNSCR 2250 (Remember to take photos with them holding the pledge posters that will be available on the website.
7. Have a Call for Photos for people to send pictures of what peace means to them. You can even make these into postcards to raise funds for your projects.

## Further suggestions for amplifying your campaign

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1. **Register** your campaign: You can register your campaign under the “Get Involved” tab on [www.cypan.org](http://www.cypan.org) *We will share all campaigns via our website and social media pages in the days leading up to the IDP 2016. This is also a space for sharing future work and events undertaken by your organization or CYPAN chapter. If you are already organizing an event related to international day of peace please also register using the link.*
2. **Expand** the reach of your work. Go to people and engage with people you do not usually engage with. Think of people you do not usually see at conferences and workshops – and try to reach people who are otherwise not included.
3. **Share** photos, motivational quotes and videos that demonstrate peace, encourage understanding and promotes dialogue and anti-violence. Share all of the photographs and videos that capture the event, peace work and the campaigns to [info@cypan.org](mailto:info@cypan.org) and [cypan@commonwealth.int](mailto:cypan@commonwealth.int)
4. **Report** on your event. This is sometimes the important step that we miss. Be sure to capture who attended the meeting (gender, age, community especially) and summarise the key issues raised and observed in as much detail as possible
5. **Download:** After you register your event on our website, be sure to access the following resources for your campaign:
  - Read more about the UNSCR 2250 through the link for our partners UNOY. There is also a sample letter that you can send to decision makers related to the resolution <http://unoy.org/2250-toolkit/#docs>
  - Download the PowerPoint presentation of UNSCR2250 [https://docs.google.com/presentation/d/1aX6HyfZYXhWdc7EROgGeG8s6A\\_6gUpZW5euNi9n5JhE/edit#slide=id.gf15bafce3\\_0\\_0](https://docs.google.com/presentation/d/1aX6HyfZYXhWdc7EROgGeG8s6A_6gUpZW5euNi9n5JhE/edit#slide=id.gf15bafce3_0_0)
  - Download the CYPAN IDP posters from the website. Print in colour if possible and make sure it is printed in an A4 format.
  - Download the [reporting form](#)



6. **Capture** the event in photos or videos: It will be very inspiring if you can take pictures and videos of moments showing you and your team in action as you prepare for the IDP 2016 celebrations by showing:
- Preparations for the event such as preparing the space, printing, meetings, etc.
  - When organiser or participant is speaking or demonstrating
  - Participants holding up the signs
  - Participants in conversation
  - Shots to show how many people are participating in the event.
  - Group scenes.
  - Other activities that you have included in your events.

*NB: Remember to ask for people's permission or seek their concern if they would like to be captured on picture or video.*

### **How and Where to share the photos and videos with us**

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Sharing your event photos with us for social media usage is very simple and we are sure not new to you.

1. WhatsApp: We know most of you have access to this outlet. To share your photos use the following contacts:
  - Africa and Europe - +237673513129
  - Asia - +918130973010
  - Pacific - +1(242)4215488
  - Caribbean - +67573995946
2. Twitter: Use the hashtags #peaceday2016 #cypan #cwyouth #iLuv2250 #youth4peace #pledge4peace while sharing your photos on social media. The CYPAN twitter handle is @comypan
3. Facebook: Like and visit our facebook page (<https://www.facebook.com/cypanetwork>) where you can send us a message with your photos to be featured in an album or on the page
4. Email: You can email us your photos directly at [cypanetwork@gmail.com](mailto:cypanetwork@gmail.com)

*NB: Please do remember to take good shots (they do not need to be professional). Remember to use the hashtags #peaceday2016 #cypan #cwyouth #iLuv2250 #youth4peace while sharing your photos on social media*

### **How to Plan and execute an activity without registering online**

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This step is meant for people who have limited access to Internet service or who had difficulties in accessing our website to register event. Our website is still under construction.

This is simple, contact your regional representative and send him a short email with: the title of your event, and a 100-word summary of the event (including targeted audience), organization, and other pertinent links and contact details.

To contact your regional coordinator, please email your respective region: [africa@cypan.org](mailto:africa@cypan.org); [asia@cypan.org](mailto:asia@cypan.org); [caribbean@cypan.org](mailto:caribbean@cypan.org); [pacific@cypan.org](mailto:pacific@cypan.org).

*Note that Canada is included in the Caribbean as part of the Americas. Europe is included in the Africa region.*

### **Reporting back to CYPAN**

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Be sure to keep a log of the number of people you engage, number of males and females, and possibly their contact information if they wish to share this. Please review and download the [reporting form](#) before you start your planned activity

## Key Web Links

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- If you want to read up about CYPAN  
<http://cypan.org>
- If you want to read up about doing an advocacy campaign:  
<http://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles/overview/main>
- If you want to read up about the Commonwealth and it's charter  
<http://thecommonwealth.org/our-charter>
- If you want to read blogs by young people in the Commonwealth  
<http://www.yourcommonwealth.org/>
- If you want to read more on world statistics and trends as it relates to peace  
<http://economicsandpeace.org/>  
[http://static.visionofhumanity.org/sites/default/files/GPI%202016%20Report\\_2.pdf](http://static.visionofhumanity.org/sites/default/files/GPI%202016%20Report_2.pdf) (Global Peace Index 2016)
- If you want to learn about other Commonwealth youth networks  
<http://www.yourcommonwealth.org/networks/>
- If you are looking for a template for an action plan  
[https://docs.google.com/document/d/1zol90ua0eS370\\_nkxRIUI8W8sZHPZXIYMtIASPo3NC0/edit?pli=1](https://docs.google.com/document/d/1zol90ua0eS370_nkxRIUI8W8sZHPZXIYMtIASPo3NC0/edit?pli=1)
- If you want to know which countries are in the Commonwealth  
<http://thecommonwealth.org/member-countries>
- If you are looking to read more in depth on radicalization and extremism  
<http://www.gsdrc.org/professional-dev/violent-extremism/>
- If you would like to read up more articles on youth, peace and conflict  
<http://www.buildingpeace.org/think-global-conflict/issues/youth-and-peacebuilding>

## Contact information for CYPAN

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General: [info@cypan.org](mailto:info@cypan.org); [cypanetwork@gmail.com](mailto:cypanetwork@gmail.com)

Regional: [africa@cypan.org](mailto:africa@cypan.org); [asia@cypan.org](mailto:asia@cypan.org); [pacific@cypan.org](mailto:pacific@cypan.org); [caribbean@cypan.org](mailto:caribbean@cypan.org)

Commonwealth point of contact: [cypan@commonwealth.int](mailto:cypan@commonwealth.int)

*An Initial Campaign Guide for  
Commonwealth Youth Peace Ambassadors Network (CYPAN)  
with support and advice from  
the Commonwealth Secretariat's Youth Division*

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